## CLAIMS

1. A plasma generating electrode comprising at least a pair of electrodes disposed opposite to each other and generating plasma upon application of voltage between the pair of electrodes,

at least one of the pair of electrodes including a plate-like ceramic body as a dielectric and a conductive film disposed inside the ceramic plate and having a plurality of through-holes formed through the conductive film in its thickness direction, the through-holes having a cross-sectional shape including an arc shape along a plane perpendicular to the thickness direction.

2. The plasma generating electrode according to claim 1, wherein the throughholes have a circular cross-sectional shape along a plane perpendicular to the thickness direction.

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3. The plasma generating electrode according to claim 1 or 2, wherein the through-holes are regularly arranged in the conductive film.

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4. The plasma generating electrode according to any of claims 1 to 3, wherein the conductive film is disposed inside the ceramic formed body by screen printing, calender rolling, spraying, chemical vapor deposition, or physical vapor deposition.

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5. The plasma generating electrode according to any of claims 1 to 4, wherein the through-holes have a diameter of 1 to 10 mm.

6. The plasma generating electrode according to any of claims 1 to 5, wherein a center-to-center distance between the adjacent through-holes is 1.5 to 20 mm.

7. The plasma generating electrode according to any of claims 1 to 6, wherein the conductive film includes at least one metal selected from the group consisting of tungsten, molybdenum, manganese, chromium, titanium, zirconium, nickel, iron, silver, copper, platinum, and palladium as a major component.

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- 8. A plasma generation device comprising the plasma generating electrode according to any of claims 1 to 7.
- 9. An exhaust gas purifying device comprising the plasma generation device according to claim 8 and a catalyst, the plasma generation device and the catalyst being disposed inside an exhaust system of an internal combustion engine.